

MEETING OF THE BOARD OF DIRECTORS  
DALLAS SOCIETY FOR CRIPPLED CHILDREN  
December 19, 1961

The quarterly meeting of the Board of Directors of the Dallas Society for Crippled Children was held at the Center on Tuesday, December 19 at 3:30 P.M. Present were: Mmes. Aldredge, Bader, Cochran, Cullum, Friday, McEntire, Overton, Iwe, Spencer, Misses Cowden and Sinz and Dr. Watkins; Messrs. Chester, Coffman, Crossman, Dilley, Hargrave, Mitchell, Swift, R. L. Thomas, Richard Thomas, Wallace and Williams. Excused absences were: Mmes. Penn and Wynne; Messrs. Brinegar, Green, Norrell, Smith, Bill Wiggins, Worsham and Dr. Marchman.

The meeting was called to order by the president, Mr. Ben Mitchell.

Mr. Mitchell called on Mr. Martin, Executive Director of the Center, for a brief demonstration of one phase of the occupational therapy program. Mrs. Helen Schaefer, Chief Occupational Therapist, used three children to illustrate their ability to use an electric typewriter.

Since copies of the September 19 Board meeting had been mailed to Directors, Mr. Chester moved that the minutes not be read. After a second by Mrs. Bader, the motion carried.

The president called on Mr. Swift, who presented the following proposed changes in the by-laws:

Section 4 of Article III is amended to read as follows:

"The voting members of the Society shall hold an annual meeting during the month of September in each year for the purpose of electing Directors and transacting such other business as may properly come before the meeting. A quorum shall consist of twelve members and action may be taken by a vote of the majority of those present. Each voting member shall be entitled to cast one vote on all questions coming before a meeting. The exact date of such annual meeting in the month of September shall be fixed by the Executive Committee at least 15 days in advance thereof; and, after such date has been so fixed, the Secretary of the Society shall give written notice thereof to each Voting Member at his last known address as shown on the books of the Society at least seven days before the date of such meeting. Meetings of the Voting Members shall be held at such place as shall be designated in the notice of the meeting."

Section 5 of Article III is amended to read as follows:

"During the month of June in each year, the President shall appoint a Nominating Committee to be composed of five members of the Board of Directors. Such Committee shall meet and prepare a list of nominees for Directors to be voted on at the next annual election. The Chairman of the Nominating Committee shall file with the Secretary of the Society such list of nominees at least ten days prior to the annual meeting, and the Secretary shall promptly post such list at the principal domicile of the Society and mail a copy thereof to each Director."

Article IX is amended to read as follows:

"The fiscal year of the Society shall begin the first day of September in each year."

Article XI is amended to read as follows:

"The By-Laws may be amended by the affirmative vote of a majority of the Board of Directors (except when by statute the right of amendment is vested exclusively in the stockholders of a corporation) at any regular or special meeting of the Board of Directors called for that purpose, and by a majority vote of the Voting Members at any annual or special meeting of such members; provided, however, that no change in the time or place for the election of Directors shall be made within 60 days next before the day on which such election is to be held."

Mr. Swift then moved that these amendments be adopted as read. Mrs. Aldredge seconded the motion, and it carried.

Mr. Swift, chairman, reported for the Budget Committee composed of the following: Mmes. Bader and Friday and Messrs. Hargrave and Williams.

Copies of the proposed budget were distributed to those present showing contemplated expenditures of \$120,000 for the operation of the Center from September 1, 1961 through August 31, 1962. This figure does not include the proposed Easter Seal budget of \$12,206.94. Mr. Swift moved that the recommendations of the Budget Committee be approved. Mr. Williams seconded, and the motion was approved to adopt the budget.

In the absence of Mr. Bill Wiggins, Mr. Martin reported on their visit to the Fort Worth Society for Crippled Children to study their fee system. He pointed out these features:

1. System is on a time unit cost basis. Modalities of treatment not considered.
2. Unit cost arrived at by total budget vs. unit treatment given.
3. Standardized fee schedule gives minimum payment for medical examination, functional performance tests, psychological services, etc., and a unit cost for speech and hearing, occupational and physical therapy.
4. Total budget is estimated, aid from United Fund and Easter Seal Campaign deducted and remainder is raised through fees.

Three types of statements are sent to parents:

1. No charge statement showing units of therapy, unit cost and total cost. Lists amount paid by United Fund and Easter Seals and the balance needed to cover the cost of therapy. Payment is on voluntary basis - whatever they can do will help.
2. Fee agreement statement for those parents who have been approached on the basis of what they can afford to pay. A balance due per fee agreement is shown.
3. Full pay statement for those who can afford to pay the total price and are billed accordingly.

Under this system, the medical-social worker records the economic status of the family, accountant sets up fee accordingly, statements are sent to all so that they will know the cost of therapy regardless of their ability to pay.

As a result of their experience, the Fort Worth Society recommends highly this fee system. Of their total budget of \$120,000, about 50% is raised through fees.

After Mr. Martin's presentation, there was considerable discussion regarding the probable cost of maintaining such a system and the manner in which it should be presented. It was finally agreed that Mr. Martin would discuss the situation individually with the parents without disclosing to the staff which parents are or are not paying a fee.

Mr. Crossman moved that the Board approve a fee system for the Center, the details of which are to be worked out by Mr. Martin and the staff and approved by the Executive Committee, and that personal contacts be made with parents individually to explain the need for such action. After a second by Mr. Williams, the motion carried.

Mr. Mitchell stated that on his own initiative he had contacted the Community Service Bureau, specialists in fund raising and campaigns, to see if our fund-raising devices could be improved. Mr. Tweed, Executive Vice President of the Bureau, met with our Executive Committee and offered various proposals. The Executive Committee approved the employment of the Bureau for two months at \$6,000, but this contract was later modified to eliminate a contemplated campaign in January which was considered unwise following so closely the fund drives of United Fund, Children's Medical Center, March of Dimes, etc.

The Secretary then read the minutes of the Executive Committee meeting of November 29 containing this action. Mr. Mitchell stated that the Community Service Bureau's total fee was \$2,250 for three weeks of completed work. The Bureau compiled a list of some 600 names whom it is hoped will be contacted for sponsorships. The entire mailing lists were reviewed and revised, and it is believed that these services will prove invaluable for our future guidance in fund raising.

Mr. Wallace moved that this action of the Executive Committee be approved by the Board. Mr. Williams made the second, and the motion carried.

Lists of prospects to be contacted during the Easter Seal campaign were distributed. Board members were asked to mark those to whom they have entrees and to whom they will write personal letter of solicitation. Lists are to be returned to Mrs. Virginia Quillin and assignments made to avoid duplications of effort. This is an additional list to the one compiled by Community Service Bureau.

Mr. Mitchell called the Board's attention to the fact that the Center retains Scudder, Stevens and Clark, investment counselors, to make recommendations concerning purchases of stock and bonds, exercise of stock options, etc. The Society's securities are kept in a lock box at First National Bank to which Messrs. Hargrave and R. L. Thomas have access. Mr. Mitchell questioned whether or not it would be advisable to turn over the care, custody, management and investment of the Society's funds for such purposes to the Trust Department of one of the banks. No action was taken, but Mr. Hargrave was asked to investigate such an arrangement and to make a report at the next Board meeting.

There being no further business, the meeting adjourned at 4:50 P.M.

(signed) Mary Lynn Aldredge McEntire  
Secretary

(signed) Ben H. Mitchell  
President

OAK LAWN AVENUE GAZETTE

published by the Dallas Society for Crippled Children, 2312 Oak Lawn Avenue  
JANUARY, 1962

Gentle Reader! We apologize for omitting a Christmas issue of this noble organ (had you even missed it?) but, just between you and me and Tby World, Christmas got hectic and out of hand. I can't imagine why this should happen when I am such an efficient, well organized soul - but it does, and furthermore, it gets worse every year. Anyway, a Happy New Year from me and 2312 Oak Lawn. Furthermore again, I promised you that I would not do any more "Do you Know" issues, but 'tis a woman's prerogative and privilege to change her mind, so ignore my promises and bear with me. Unlike the Saturday Evening Post, I can't seem to change my format.

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DO YOU KNOW that the Bazaar netted \$2300 - kudos, plaudits, bouquets and anything else you can think of go to Carolyn Foxworth and her able cohorts - Julie Duvall, Ann Timmins, and Patsy Gates. I asked Carolyn for a list of additional applaudees (I just made that word up but I think it quite good) and her list was awful - it was so long it would have taken the entire issue and then it wouldn't have been complete. So, for Carolyn, let me thank each and every one who helped. If you didn't come, you should be ashamed - and, even worse than that, you should be sick, sick, sick because of all the goodies you missed. Thanks to the two Dorotheys - Cochran and Williams - we minted as well as coined money on the chances sold on their respective quilt and dolls. Virginia Quillin nearly lost her mind because all of her Easter Seal regulars were dragged out of the filing cabinets and for several days were pasting, sewing, and going quietly nuts. As the LADIES HOME JOURNAL says, "Never underestimate the power of a woman". One young lady named Susan Florence joined our Guild on November 11th and by the day of the Bazaar (the 14th) she and two friends had made quantities of Christmas elves which sold before the selling had started. Then people like Alethea Wight just quietly appeared with things I couldn't make if I began now and worked for three years - charming things like pajama bags, Christmas trees, etc.

DO YOU KNOW Virginia Quillin? She's that composed lady who sits behind the partition in the Easter Seal Room. Jerome Crossman found and hired her for us in July, 1958, as Easter Seal Secretary. If he hadn't done so I know several ladies who would have committed hara kiri, and it wouldn't have been done nobly or quietly at all. Virginia walked in and things have been elegant ever since. Mr. Crossman was looking for someone with intelligence, humor, ability to handle people, secretarial know-how, etc. - that's an impossible bill to fill - but he did it, or maybe, more technically, Virginia did it. She is now Girl Friday for everyone and combines Easter Seal chores with keeping the books and anything anybody comes up with. She lives across the Trinity with husband Paul, who is Regional Manager for American Freight Forwarding Co., and both Quillins are active in the Presbyterian Church. If you don't find her at home she is on the highway to Fort Worth to see her mother or to Sherman to see son Roger, at Austin College. This young man will carry on the tradition of service to the church because he is studying for the ministry. Virginia sews and loves to cook - but more important to us - she loves people, and it goes without saying that people love her. I could say more, but am sure our most modest Virginia is gnashing her teeth over this, and if I embarrass her too much she won't run this stencil for me.

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DON'T FORGET - the GARAGE SALE - it's tentatively set for the last of March - will be headed by Guild members Virginia Henry and Linda McElroy, and they hope that it will reside for the few days of its existence in an empty building in a good shopping Center. So, bone up on the psychology of impulsive buying and see why you go out to buy porkchops and come home with a pair of delicious sconces and six pairs of organdy curtains.

DID YOU KNOW that on the day before the Center closed for Christmas vacation Miss Donna King, age 2½, presented her parents with a Christmas present not listed and unavailable through any Christmas catalog. Donna walked independently on her crutches and braces for the first time that long distance from the gym to Ruby Watts' desk -- where her mother watched - and waited.

DO YOU KNOW Lynn Byer? If you don't you should. She teaches speech at the Center in the summer, and as of this fall now holds the title of principal at the Children's Development Center. Lynn herself is cerebral palsied - you probably wouldn't notice it, but then again she probably would tell you. This young lady in November won the 1961 Porooptimist Club Hurdle Award, which is given annually to the person who has done the most to overcome his or her handicap. We are so proud of Lynn - by the way, she is the adult c.p. in our movie, "A Future for Peggy". Speaking of said movie, the Mesdames Rowe, Slater, and McEntire are pining to show it some more, so suggest it as a program for your clubs. These three ladies will go anywhere, anytime - they put the motto of the U.S. Postal Service to shame, and, furthermore, they have gotten so they like creamed chicken and boiled potatoes. They are supposed to be the Public Relations Committee, so for heaven's sake give them something to public relations about.

DO YOU KNOW that Mernie Overton - like Carolyn Foxworth - had lots and lots to say, and I finally promised her that we would not fail to put out more issues of the Gazette so she could say some more. But, I now have to take up some of Mernie's space because I have lots and lots to say about Mernie. She is Mrs. Thomas Overton, and I think father-in-law, W. W. Overton, Jr., has now met his match in family civic-mindedness. Mernie manages to teach Sunday School, belong to the Junior League, knit, ski at Aspen and Santa Fe, fish at Little Sandy, be active with the Republican Party, bicycle with husband Tommy, keep Tommy happy, and last but far from least, keep us happy by having her finger in virtually every project at the Center. Mernie was the first president of the Guild, got that organization off the paper stage and into the working stage (aided and abetted by Margaret Hill and Nancy Ann Wynne), and now she is the 1962 Easter Seal Chairman. What more can we say, Mernie, except "thank you for being you".

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Now I'll get back to Mernie's space -- when I called her to ask what she wanted to say about the campaign, her answer was, "The campaign is people", and the longer she talked the more I understood what she meant. Again we have plaudits and thanks to give. I wish, just for kicks, and to add a little spice to this thing I write, I could be positively nasty about someone but, believe it or not, there isn't anything or anyone to be nasty about. I may just make up a luscious insult one of these days to keep us all from being bored. Elsie Dinsmore and Pollyanna would have been ir.clover at the Center because all of these people I write about sound as if they came out of one of their sagas - but they did not - they are for real - absolutely and unbelievably real.

Back to Mernie again - forgive me for digressing, but I just do things like that - she wants you to know about people like George Charlton. George is with Taylor-Norsworthy Advertising Agency and said Agency and said George give unstintingly of their time, services, experience, and advice (and we don't even give them the distinction of being "dollar a year" men). George plans our Easter Seal material and attends to every detail of bringing these plans to reality. This year he conned (maybe there is a nicer word, but it does fit because that's what we did to Taylor-Norsworthy) Vince Carroza, a public relations man; John Rogers, a commercial photographer; and Dick Danne of Portfolio, Inc. (a commercial artist) into helping him compile our material as well as a sponsorship brochure which will be used in the campaign. I don't know whether these services are income tax deductible, but if they aren't I may become a lady lobbyist to see that they are.

There will be more details about the Easter Seal drive next month - the drive officially starts on March 19th, but we thought you might be interested in a new angle Mernie and her committee have come up with. They are planning a Sponsorship Drive (as you no doubt know, the breakdown on a child's treatment for a year is \$401, and this amount constitutes a single sponsorship), with 200 visits by Guild and Board members scheduled to corporations, foundations, and individuals - there will be a definite emphasis placed on the what, why, and wherefore of the Center.

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Before we close up this issue, we did want Jo Holman to know that everyone here is sorry she has to maintain two residences for the time being - one at Baylor Hospital and one on Drane Drive. Her husband, Ritchey, had surgery on the day of "The Blizzard" (he is now home) and her mother, Mrs. A. W. Cherry, went over to be with Jo, fell in the Baylor parking lot on the ice, and fractured her hip. Mrs. Cherry was the one who was nice enough to loan her guest house, garage, and good will at last year's garage sale. We don't mean to be flip, Jo, because you mean a lot to us; and, if there is anything we can do, you know it would be a pleasure and a privilege.

DALLAS SOCIETY FOR CRIPPLED CHILDREN  
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